This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): A method comprising:

(a)   receiving a selection of an object displayed in an electronic programming guide (EPG);

(b)   modifying a non-textual attribute associated with the object by an incremental amount for each of at least two times that the object is selected, ~~wherein modifying the attribute for at least two times that the object is selected occurs in a common direction,~~ wherein each modification of the attribute includes changing a visible characteristic of the object and wherein each modification results in a different appearance of the object; and

(c)   modifying the display of the object in accordance with the modified non-textual attribute.

Claim 2 (previously presented): The method of claim 1, wherein the non-textual attribute is a color that is progressively darkened or lightened upon each selection of the object.

Claim 3 (previously presented): The method of claim 1, wherein the non-textual attribute is a shape whose configuration is progressively changed upon each selection of the object.

Claim 4 (previously presented): The method of claim 1, wherein the non-textual attribute is a 3-D position whose depth is progressively changed upon each selection of the object.

Claim 5 (previously presented)   The method of claim 1, wherein the modified non-textual attribute is overwritten with a default non-textual attribute when an expiration value limit is reached.

Claim 6 (original): The method of claim 5, wherein the expiration value limit is a time limit.

Claim 7 (original): The method of claim 5, wherein the expiration value limit is related to frequency of object selection.

Claims 8-10 (canceled).

Claim 11 (currently amended): An apparatus comprising:

a processor; and

memory configured to store computer readable instructions that, when executed by the processor, cause the processor to perform a method comprising:

receiving a selection of an object displayed in an electronic programming guide (EPG);

modifying a non-textual attribute associated with the object by an incremental amount for each of at least two times that the object is selected, ~~wherein modifying the attribute~~ ~~for at least two times that the object is selected occurs in a common direction,~~ wherein each modification of the attribute includes changing a visible characteristic of the object and wherein each modification results in a different appearance of the object; and

modifying the display of the object in accordance with the modified non-textual attribute.

Claim 12 (previously presented): The apparatus of claim 11, wherein the attribute is a color that is progressively darkened or lightened upon each selection of the object.

Claim 13 (previously presented): The apparatus of claim 11, wherein the attribute is a shape whose configuration is progressively changed upon each selection of the object.

Claim 14 (previously presented) The apparatus of claim 11, wherein the attribute is a 3-D position whose depth is progressively changed upon each selection of the object.

Claim 15 (previously presented): The apparatus of claim 11, wherein the modified non-textual attribute is overwritten with a default non-textual attribute when an expiration value limit is reached.

Claim 16 (previously presented): The apparatus of claim 15, wherein the expiration value limit is a time limit.

Claim 17 (previously presented d): The apparatus of claim 15, wherein the expiration value limit is related to frequency of object selection.

Claims 18-20 (canceled).

Claim 21 (previously presented): A machine-readable storage medium embodying a sequence of instructions executable by the machine to perform a method for modifying display information, the method comprising:

    (a)   an object display in an EPG;

    (b)   progressively modifying a non-textual attribute associated with the object by an incremental amount for each of at least more than two times that the object is selected, wherein each modification of the attribute includes changing a visible characteristic of the object and wherein each modification results in a different appearance of the object; and

    (c)   modifying the display of the object in accordance with the modified non-textual attribute.

Claim 22 (previously presented) The machine-readable medium of claim 21, wherein the attribute is a color progressively darkened or lightened upon each selection of the object.

Claim 23 (previously presented): The machine-readable medium of claim 21, wherein the attribute is a shape whose configuration is progressively changed upon each selection of the object.

Claim 24 (previously presented): The machine-readable medium of claim 21, wherein the attribute is a 3-D position whose depth is progressively changed upon each selection of the object.

Claim 25 (original): The machine-readable medium of claim 21, wherein the modified attribute value is overwritten with a default attribute value when an expiration value limit is reached.

Claim 26 (previously presented): The machine-readable medium of claim 25, wherein the expiration value limit is a time limit.

Claim 27 (previously presented): The machine-readable medium of claim 25, wherein the expiration value limit is related to frequency of object selection.

Claims 28-30 (canceled).